



SACRAMENTO CITY UNIFIED SCHOOL DISTRICT BOARD OF EDUCATION

Agenda Item# 9.10

Meeting Date: February 16, 2012

Subject: Revised Board Policy 132 5 – Advertising, Promotion and Sponsorship

- Information Item Only
- Approval on Consent Agenda
- Conference (for discussion only)
- Conference/First Reading (Action Anticipated: _____)
- Conference/Action
- Action
- Public Hearing

Division: Superintendent's Office

Recommendation Approve Revised Board Policy 1325 - Advertising, Promotion and Sponsorship.

Background/Rationale: The Governing Board desires to promote positive relationships between the schools and community organizations and to develop the framework for a potential revenue-generating partnership campaign. Just as community organizations can build support for the schools, the schools can cooperate with these groups under certain circumstances by publicizing services, special events and public meetings of interest to students and parents/guardians.

This policy was distributed to the following District Committees for review
Student Advisory Committee (SAC)
District Advisory Committee (DAC)
English Learners Advisory Committee (DELAC)
Parent-Teacher Association

Financial Considerations:

Through the implementation of revenue-generating partnerships, the district will be able

Board of Education

Superintendent's Report

Revised Board Meeting
May 16, 2012

I. Overview/History

The Board of Education is pleased to present this report to the community. The Board has been working hard to ensure that our students receive the best possible education. We have focused on improving our curriculum, enhancing our facilities, and supporting our teachers. We are proud of the progress we have made and look forward to continuing our work in the future.

II. Driving Governance

The Board of Education is committed to providing a high-quality education for all students. We are focused on driving governance through strategic planning, financial stewardship, and effective communication. We will continue to work closely with the community and our staff to ensure that we are meeting the needs of our students and the community.

III. Budget:

The Board of Education has approved a budget for the upcoming year. The budget is based on the current state of our affairs and takes into account the needs of our students and the community. We are committed to maintaining a balanced budget and ensuring that we are using our resources effectively.

IV. Goals, Objectives

The Board of Education has set several goals and objectives for the upcoming year. These include improving student achievement, enhancing our facilities, and supporting our teachers. We are committed to achieving these goals and objectives and will continue to work hard to ensure that we are providing the best possible education for all students.

V. Major

The Board of Education has identified several major areas of focus for the upcoming year. These include improving student achievement, enhancing our facilities, and supporting our teachers. We are committed to achieving these goals and objectives and will continue to work hard to ensure that we are providing the best possible education for all students.

VI. Resu

The Board of Education has achieved several major accomplishments over the past year. These include improving student achievement, enhancing our facilities, and supporting our teachers. We are proud of the progress we have made and look forward to continuing our work in the future.

Board of Education Executive

Superintendent's Office

Revised 132
May 16, 2012

VII. Lessons Learned/Next Steps:

- x Update work
committee
- x Take work
meeting





